AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method of capturing data for use in a catalog comprising:

capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes; and

storing the captured product data in a product data system, the product data including:

a system SKU product identifier that identifies the product within the product data system;

a manufacturer SKU associated with the product assigned by the manufacturer that identifies the product within a product line of the manufacturer;

at least one customer SKU assigned by the customer that identifies the product, each customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer, for use in a catalog, the customer being a manufacturer, retailer, or distributor of the product, thereby enabling the at least one customer to request customized distribution of product data for a particular product;

a link from the product data to product information characterizing the product; and

a customer identifier that identifies the customer to which the captured data is to be distributed,

wherein the catalog is output to a user to display the captured data.

2. (Original) The method as recited in claim 1, wherein capturing product data includes:

classifying a product to be entered according to the data model; and

rendering a data entry template associated with the category of the classified product, wherein the data entry template includes a listing of potential values associated with each of the attributes in the category of the classified product, wherein the listing of potential values identify values that are selectable as values for the associated attribute.

3. (Original) The method as recited in claim 2, wherein the rendering further includes repeating the listing of potential values for the classified product when the attribute group associated with the classified product is indicated to be a repeating group in the data model.

4. (Original) The method as recited in claim 1, wherein each attribute is associated with a possible value list including values that are selectable and selected searchable attributes are specified, wherein the step of capturing product data includes reviewing product information for a particular product and selecting specific values from the possible value list for each of the selected searchable attributes.

5. (Original) The method as recited in claim 4, wherein each attribute is further associated with a possible unit list including units that are selectable and wherein the step of capturing product data further includes selecting specific units from the possible unit list for at least some of the selected searchable attributes.

6. (Original) The method as recited in claim 1, further including creating a product header that is associated with the product, wherein creating the product header includes:

storing a system SKU associated with the product in the product header;

storing a manufacturer SKU associated with the product in the product header; and

associating the product header with product information characterizing the product.

7. (Original) The method as recited in claim 6, wherein the product information includes one of the one or more categories and a manufacturer product description, the manufacturer product description describing standard features of the product.

8. (Original) The method as recited in claim 6, further including linking the product header to one or more images illustrating the product.

9. (Original) The method as recited in claim 6, further including linking the product header to a marketing description of the product.

10. (Original) The method as recited in claim 1, further including specifying one or more countries for which the product is adapted for sale.

11. (Original) The method as recited in claim 1, further including providing one or more possible countries that are selectable as countries for which the product is adapted for sale.

12. (Previously Presented) The method as recited in claim 1, further including linking to one or more related products that are recommended as compatible with the product.

13. (Previously Presented) The method as recited in claim 1, further including linking to platform compatibility information associated with the product indicating one or more platforms that are compatible with the product.

14. (Original) The method as recited in claim 1, further including providing one or more possible platforms that are selectable as platforms with which the product is compatible.

15. (Original) The method as recited in claim 1, wherein each attribute has an associated possible value list that identifies values that are selectable as values for the associated attribute and wherein storing the product data further includes storing selected attributes in an attribute table, each of the selected attributes being identified by a system SKU and having at least one of the values in the associated possible value list.

16. (Original) The method as recited in claim 1, wherein capturing product data for the product includes:

classifying the product according to a data model having one or more classes, wherein each of the classes is arranged to identify one or more associated categories, and each of the categories is arranged to identify an associated attribute group having one or more attributes, each attribute having an associated possible value list that identifies values that are selectable as values for the associated attribute;

selecting at least one of the values in the associated possible value list for selected attributes in the associated attribute group; and

inputting the selected values for the product to the system product data file.

17. (Original) The method as recited in claim 16, wherein capturing data for the product further includes inputting one or more images illustrating the product to the system product data file.

18. (Original) The method as recited in claim 16, wherein capturing data for the product further includes inputting a marketing description associated with the product to the system product data file.

19. (Original) The method as recited in claim 16, wherein capturing data for the product further includes inputting to the system product data file one or more countries for which the product is adapted for sale.

20. (Previously Presented) The method as recited in claim 16, wherein capturing data for the product further includes inputting to the system product data file a list identifying one or more related products that are recommended as compatible with the product.

21. (Previously Presented) The method as recited in claim 16, wherein capturing data for the product further includes inputting to the system product data file platform compatibility information associated with the product indicating one or more platforms that are compatible with the product.

22. (Currently Amended) A computer-readable medium storing thereon computer-readable instructions for capturing data for use in a catalog, comprising:

instructions for capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes;

instructions for storing the captured product data in a product data system, the product data including:

a system SKU product identifier that identifies the product within the product data system;

a manufacturer SKU associated with the product assigned by the manufacturer that identifies the product within a product line of the manufacturer;

at least one customer SKU assigned by the customer that identifies the product, each customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer for use in a catalog, the customer being a manufacturer, retailer, or distributor of the product, thereby enabling the at least one customer to request customized distribution of product data for a particular product;

a link from the product data to product information characterizing the product; ~~and~~

a customer identifier that identifies the customer to which the captured data is to be distributed; and

instructions for outputting the catalog to a user to display the captured data.

23. (Currently Amended) A system for capturing data for use in a catalog, comprising:

means for capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes;

means for storing the captured product data in a product data system, the product data including:

a system SKU product identifier that identifies the product within the product data system;

a manufacturer SKU associated with the product assigned by the manufacturer that identifies the product within a product line of the manufacturer;

at least one customer SKU assigned by the customer that identifies the product, each customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer, for use in a catalog, the customer being a manufacturer, retailer, or distributor of the product thereby

enabling the at least one customer to request customized distribution of product data for a particular product;

a link from the product data to product information characterizing the product; ~~and~~

a customer identifier that identifies the customer to which the captured data is to be distributed; and

means for outputting the catalog to a user to display the captured data.

24. (Currently Amended) A system for capturing data for use in a catalog comprising:

a processor; and

a memory, at least one of the processor and the memory being adapted for:

capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes; and

storing the captured product data in a product data system, the product data including:

a system SKU product identifier that identifies the product within the product data system;

a manufacturer SKU associated with the product assigned by the manufacturer that identifies the product within a product line of the manufacturer;

at least one customer SKU assigned by the customer that identifies the product, each customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer, for use in a catalog, the customer being a manufacturer, retailer, or distributor of the product, thereby enabling the at least one customer to request customized distribution of product data for a particular product;

a link from the product data to product information characterizing the product; and

a customer identifier that identifies the customer to which the captured data is to be distributed,

wherein at least one of the processor and the memory are further adapted for outputting the catalog to a user to display the captured data.

25-28. (Canceled)

29. (Currently Amended) A method of capturing data for use in a catalog comprising:

capturing product data for a product according to a data model, the data model having one or more classes, each one of the classes defined by one or more categories, each of the categories defined by an attribute group having one or more attributes; and

storing the captured product data,

associating product identification information to the stored captured product data, the product identification information including:

a manufacturer SKU assigned by the manufacturer that identifies the product ;

a customer SKU that identifies the product, the customer SKU associated with a customer for which the product data is being stored for subsequent distribution to the customer for use in a catalog, thereby enabling the customer to request customized distribution of stored product data for a particular product; and

a link from the product data to product information characterizing the product,

wherein the catalog is output to a user to display the captured data.

30. (Previously Presented) The method of capturing data of claim 29, wherein the product information includes at least one of a category identifier to identify the category associated with the product, a manufacturer product description that describes features of the product, an image of the product, an image identifier of the product, or a marketing description that further describes features of the product.

31. (Previously Presented) The method of capturing data of claim 29, wherein the data model further includes a language table indicating languages in which the product and documentation associated with the product are available.

32. (Previously Presented) The method of capturing data of claim 29, wherein the data model further includes a country table indicating countries for which the product and documentation associated with the product are adapted for sale.

33. (Previously Presented) The method of capturing data of claim 29, wherein the data model further includes a related products table indicating related products that are recommended as related to the product.

34. (Previously Presented) The method of capturing data of claim 29, wherein the data mode further includes a data capture priority indicator that assigns a priority to the attribute for data capture.

35. (Previously Presented) The method of capturing data of claim 34, wherein the data capture priority indicator ranks attributes of the product for sorting and comparing products and product features.

36-56. (Canceled)